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Negative Politeness Strategy in Sellers and Buyers Interaction at “Pasar Kamis” in Pulau Aro Village

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Abstract

The aims of this research is to determine negative politeness strategies in sellers and buyers interaction at “Pasar kamis” in Pulau Aro Village. Several phases of the descriptive qualitative approach were used to perform this study. The first strategy involved gathering information by means of observation, elicitation, and advanced techniques such as record and taking notes. Yule's and levinson's theory and a few related and corroborating literature are used to assess data. The researcher employed the referential method to analyze the data. The data analysis is then presented in an informal manner. The analysis's findings were presented in an informal method. Seven types of negative politeness strategies can be identified from the 10 form categories, including: be conventionally, indirect, question (hedge, be pessimistic, minimize the imposition, and apologize.

Keywords: Negative Politeness, Forms of Negative Politeness Strategy, Pasar kamis

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I INTRODUCTION

We can use language to express our thoughts, feelings, and opinions in addition to communicating with others. Humans utilize language to convey ideas, thoughts, and feelings in a variety of communication contexts.

Politeness in community is representing to show someone's expression in social situation (Yule, 1996:60). There are some forms of politeness (Yule, 1996:60-65) such as: “(1) Face Want, (2) Negative Face, (3) Positive Face, (4) Negative Politeness, (5) Positive Politeness, (6)

Super Strategies of Politeness”. Face want is an action threat to respect self image. Requirement to self supporting is negative face. Used for connection by other is called Positive face. Negative politeness as represent negative face between speaker and hearer. A speaker show positive self image personality like friendship is defined positive politeness. The ways more polite to speak in expression communicate is super strategies politeness.

Politeness plays a crucial role in society, shaped by the context of each situation. However, to understand the purpose of utterance depend on context use general principle in interaction. The writer has a strong interest in pursuing this research because of the significant language variations that exist between buyers and sellers. Traders exhibit and utilize their unique characteristics and styles in various ways during the process of offering and selling their goods.

Based on the forms of politeness, the uses of negative politeness strategy can be found in “Pasar Kamis” at Pulau Aro village. They use it when they speak between seller and buyer. When they do communicate to give deference, apologize, etc with someone or who older than them often using negative politeness strategy.

Yule (1996:64) proposes Negative Politeness strategy describes protection of person's individual in social interaction. In other hand, Levinson (1987) says There are 10 kinds of negative politeness strategies such as be conventionally indirect, question (hedge), be pessimistic, minimize the imposition, give deference, apologize, impersonalize, state the

FTA as general rule, nominalize, go on record as incurring a debt or as not indebted.

In Pulau Aro, a traditional market is far more appealing than the more modern alternatives. One of them is “Pasar Kamis,” which is located in the middle of the market crowd. The writer is very interested in conducting this research due to the large number of language variations that occur between the buyers and the sellers. In the process of offering and selling their goods, traders show and use their characteristics and styles in ways that are different from one another.

Pasar Kamis is the right place to find a heterogeneous situation. In this place, people from almost all corners of Merangin district and Tabir Ulu sub-districts gathered to carry out small and medium-sized buying and selling transactions.

In this study, the writer focuses on the form of negative politeness strategy in sellers and buyers interaction at “Pasar Kamis” in Pulau Aro Village. Based on the problems above, this research has a purpose to identify form of negative politeness strategy in Pulau Aro dialect.

II RESEARCH METHODS

In this research, the writer used descriptive qualitative method. Descriptive qualitative methods use techniques to find, collect, and analyze data. The analysis qualitative research concern in understanding the result of found data rather than calculating the result of found data. According Sudaryanto (1993) There are 2 kinds source of data: substantial and locational. The source of substantial data is the utterances between seller and buyer interaction. The locational data source in the study refers to Pasar Kamis in Pulau Aro village. The writer also uses various books related to impoliteness, journals and trusted internet websites to obtain more information on the topic.

During the data collection phase, the writer used the observational method together with note-taking, recording, and elicitation techniques (Sudaryanto, 1993). The mobile phone is the device that facilitates data collection. Afterwards, field notes will be methodically organized using a note-taking technique where the writer listens to the results of all recordings

that contain conversations containing negative politeness strategies. All of the sentences or conversations that contain negative politeness strategies will be gathered and stored on the laptop. The speaker's words in “Pasar Kamis” were observed during the data collection process. In order to identify the different forms of negative politeness strategies in the Pulau Aro dialect.

The writer uses referential identity method proposed by Sudaryanto (1993:90). This method is compatible with the research as it determines impoliteness in language using customers' manner in communication as a determinant. The writer uses this method to find out the types of negative politeness strategy in sellers and buyers interaction at “Pasar Kamis” in Pulau Aro Village.

It is possible that the method of matching is based on the assumption that the language under study already has a relationship with things outside the language in question (Sudaryanto,

1993: 14). Finally, as a result of the explanation above, the writer makes some steps to the data collecting, they are as bellow:

1. Recording or taking the data from the mobile phone
2. Listening and identifying the conversations that contain negative politeness strategies

3. Transcribing the data that have founded.
4. Analyzing the data base on the form of politeness strategies by using Yule's and Levinson's theory and some books that support

III RESULTS AND DISCUSSION

Tabel 1. Negative Politeness Strategies used by seller and buyer interation in Pasar Kamis

No .	Types of sub Strategies	Frequenc y	Datum
1	Be Conventinally Indirect	6	1, 4, 10, 13, 14, 19
2	Question, hedge	4	6,9,11, 25
3	Be pessimistic	3	8, 15,22
4	Minimize the imposition	3	7, 16,18
5	Apologize	5	2, 5, 12,21,1 3
	Total	21	

From the table above, it can be seen that negative impoliteness have the 6 occurrence, followed by sarcasm which occurred 4 times. This result gives off the conclusion that the customers had no intention to show the slightest respect to the employee.

1.1 Negative Politeness Strategy be Conventionally Indirect Conversation 1.

On Thursday, Mei, 01st 2025 Mrs.Salmi as buyer visit to Mrs. Lijah on 06.30 pm. At the moment Mrs Salmi want to buy and pay for the fish she had purchased.

Salmi : *baghu ikan ko dih, berapa?*
"baru ikan ini. Berapa harganya?"
"is it new. How much?"

Lijah : *apo?40 ribu*

"Apa. 40 ribu rupiah "

"What happen. Fourty thousand rupiah "

Salmi : *Tulung bageh ngan ikan ko sekilo. Ko set ha*

" tolong beri saya ikan ini 1 kilogram.. this is it"

" take 1 kilogram of fish for me, please!"

Lijah : *yang gedang ko yow?*

"yang besar ini ya"

"do you want the big size"

Salmi : *iyaou. mokasi*

" iya, Terimakasih"

" yes, Thank You"

In the conversation (1) above, it occurs between Mrs.Salmi and Mrs. Lijah. Mrs Salmi as speaker and Mrs. Lijah as hearer, as the speaker Salmi does communication with the hearer and the first salmi's utter *baghu ikan ko dih, berapa!*there is important thing deliver to Lijah as Seller..

At the moment, Lijah talks with the other. She hears that the buyer call her, so she respons to and answer salmi's question. *apo?40 ribu. Apa. 40 Ribu Rupiah? What happen What happen?. Fourty Thousand Rupiah.*

Then from Salmi's utter she gives a command with Lijah *Tulung bageh ngan ikan ko sekilo. Ko set ha* . It contains with be conventionally indirect, there is instruction from Salmi to Lijah takes and gives her fish. Salmi's answer her instruction *yang gedang ko yo* she confused cause her fish consist of various size, from small, medium and big size. However Lijah wants to help her in choosing the fish, so Salmi says something with Kesiha mokasih. *Terima kasih*, thank you as achievement from Salmi to Lijah

1.2 Negative Politeness Strategy Question (Hedge)

Conversation 2

On Thursday, Mei, 01st 2025. Transaction between buyer and seller of garlic.

Mrs. Yusmara : “Berapo bawak ko?” iluk, ku lah kelilat nalak nan iluk .iko lah yang sir, dakdo mike mike gi beli e kalau macam ko

onion “How much does this red cost?” Best. i have see in the other seller. **I’d rather think about it for a while and decide to choose it**

Mrs. Imaniah : “**Sapulauhh.” ntah yow ntah idak**

“Ten thousand rupiah.”

Mrs. Yusmara : “**Sepuluh?** lapan beleh ibu masuk nak ko geh?”

“Ten thousand rupiah? So, everything is eighteen Thousand rupiah with the previous one?”

Mrs. Imaniah : “Iyaou.”

“Yes.””

In the conversation (2) above, it occurs communication between yusmara and Imaniah in the market. Therefore, yusmara comments about Imaniah’s Garlic, but Imaniah doesn’t believe about yusmara’s says, cause she knows that’s Yusmara is humorous person, From Yusmara’s statement “Berapo bawak ko?” iluk, ku lah kelilat nalak nan iluk .iko lah yang sir! dakdo mike mike gi beli e kalau macam ko. it Is identifying with question (hedge) strategy, she recognizes interest to her garlic.

1.3 Negative Politeness Strategy be Pessimistic

Conversation 3

On Thursday. Mei, 08th 2025

Context: Anita as a seller come to her friends stall and Anita wants to pick up the noodle, but she can’t to get it because the position is on the top..

Anita : *biso kau mbek mie dateh tu ?*
“*kamu bisa mengambil mie itu tidak ?*”

“can you pick the noodle for me?”

Siti : *Iyaou*
“*iya, bisa* ”

“ Yes, I can ”

In the conversation (3) above, it takes place in Siti’s house where Anita want to Pick the noodle. Anita express proud by uttering *biso kau mbek mie dateh tu ?*

“*kamu bisa mengambil mie itu tidak ?*”

“can you pick the noodle for me?”. It means Anita pessimistic if Siti can helps her, so this is be pessimistic strategy. Anita sees the noodle in the storage rack is so tall, cause of that she is not believed Siti can climb the tree.

However, Siti wants to help er friendsr to take of noodle. She efforts to help her, cause she doesnt want her friedns disappointed with her self. So, Siti believes that she can climb the Storage rack because she usually does that. From his expression *Iyaou. Iya.* Yes, i can. She refers that possible she can helps her to take it.

1.4 Negative Politeness Strategy Minimize the Imposition

Conversation 4

On Thursday, Mei, 01st 2025

Context: at the moment, On Thursday, Mei, 01st 2025. Transaction between buyer and seller of tobacco.

Mrs. Maimun : “Nyo mentela ko **pedaaiih**, apo amba?”

“Previously, did he often spicy or bland tobacco?”

Mr. Idham Kholik : “**Pedeh?**”

“Spicy tobacco.”

Mrs. Maimun : “Ha pedaih? Pedaih

Nian,berapau kamu bapak?”

“What spicy? how spicy?”

How much do you want?

how many?

Mrs. Idham Kholik : “Semato be?” biso kurang?

“Just one ounce.” can you make it lower?

Fadly : **kurang Sibu lah.iyaou dak?**

“*kurang seribu rupiah saja*”

“*just one thousand rupiah*”

In the conversation (4) above, it occurs between Mrs.maimun and Mr. Idham Kholik in his stall. Mrs.Maimun talks about the tobacco taste, cause she want to buy it for her husband. It seen from “Nyo mentela ko **pedaaiih**, apo amba?” “Previously, did he often spicy or bland tobacco?” .it is pessimistic strategy, cause there

is a doubt from Mrs.Maimun to asks the seller about taste and price.

Before she says yes to Mrs. Maimun's ask, he gives the question with her. Ha pedaih? Pedaih Nian,berapau kamu bapau?" "What spicy? how spicy? How much do you want? how many?, it means that Mr.Idham ensure that his tobacco is spicy and lower price.

It seen from Mrs.Maimun's utterance "Semato be?" biso kurang?" "Just one ounce." can you make it lower?. before he said yes and agree with the offering. Power as a factor in negative politeness strategy

1.5 Negative Politeness Strategy Apologize Conversation 5.

On Thursday, Mei, 08th 2025. Context: Mrs. Amer as the buyer back again to Mrs. Norhafifah to ask her money

Mrs. Amer : "pek maaf yo,balik set akau.Lah ado **tekun**, lah ado, lah sudah." "sorry, Is there a small amount of money?" oh I have to have it."

Mrs. Norhafifah : "Ko ado **sit kecil**."

"I happen to have a small amount money.

Mrs. Amer : "Lah sudah?"

" I have, it's done."

Based on the conversation (7) above, it occurs between Mrs.Amer and Mrs Norhafifah. The utterance **pek maaf yo,balik set akau.Lah ado tekun, lah ado,lah sudah**." "sorry, Is there a small amount of money?" oh I have to have it."

It identifies apologize strategy. Mrs. Amer asks apologize with Mrs Norhafifah cause she older than her.It usually, the way of tradition in her village with take while sit down, talk with more polite and smooth. The utterances from Mrs. Norhafifah "Ko ado **sit kecil**." "I happen to have a small amount money. It shows Mrs Norhafifah accepts and didn't bothered with his question

IV CONCLUSION

It can be concluded, based on the result of analysis it is found that there are five forms of negative politeness strategy from ten forms that there are negative politeness strategies. There are

(5) forms of classified negative politeness strategy they are: be conventionally, indirect, question (hedge, be pessimistic, minimize the imposition, and apologize,

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